

Telling Our Story

Shifting Stigma to Strength

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Connection Before Content

Share common words that describe any Community College



The Student Perspective



What problem are we trying to solve?



Why are we trying to solve enrollment? “Community colleges have never been more essential” – Dr. Aaron Fichtner

Change the STIGMA



- *Brand* is what makes a product distinctive – experience and perception you create for your customers - your totality: in Higher Ed - both sides of the house (degrees and non-degrees) *Hint: You don't need to rebrand to draw attention*
- *Marketing* is the activity that promotes or sells products or services – tactics that push your product
- Focus on your college's brand story – what makes your college unique; what is your unique value proposition (that does not include the words on our list)
- Community Colleges aren't a Secondary Option – We are the SOLUTION!

CCM's Brand Journey

Shifting Stigma Starts with You

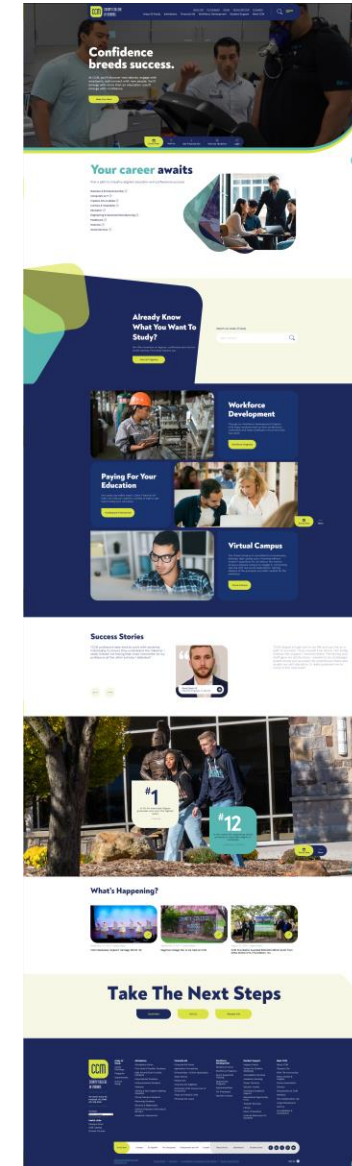
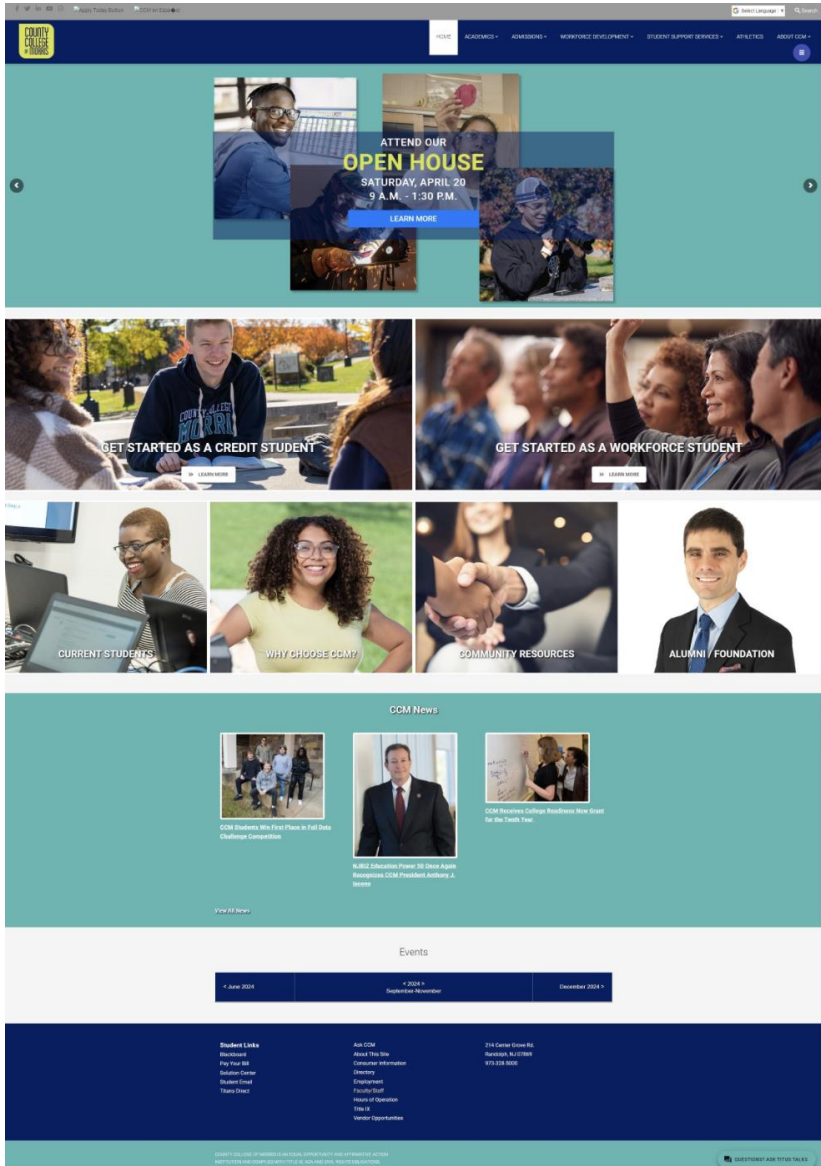


- First: We had to STOP
- Design Differently – Break the Norms – GO BIG
- Earned Media (rankings, image, awards, stories)
- Messaging: Don't use the “NO, NO” words – such as affordability; Do develop a Memorable Mission Statement – Changing Lives & Strengthening Communities (CCM)
- Understand Consumer Demand & How Audiences WANT

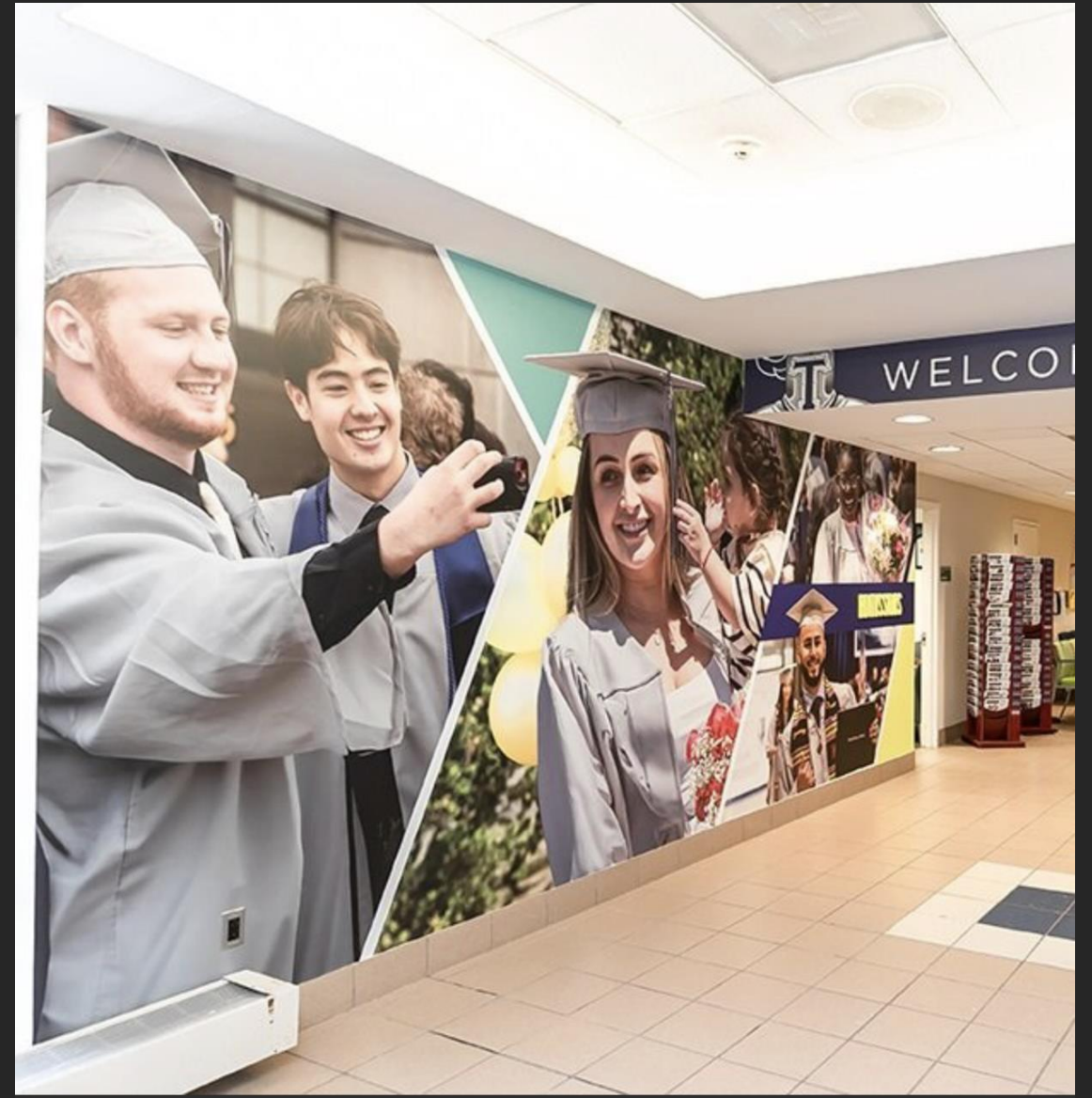
Info Delivered

STOP Being A Best Kept Secret









Shifting the Story



"7 Week Course"

2.25% / CTR

150 Apply Now Button Clicks

506 Post Engagements

"Never Say Never A"

0.99% / CTR

75 Apply Now Button Clicks

800+ Post Engagements



County College of Morris

Sponsored



Community College is where you achieve BIG things!



Never say
never...

go**BIG!** at
COUNTY COLLEGE OF MORRIS

<https://www.ccm.edu>

Small College.... BIG Outcomes

[Learn more](#)

"Annual Salaries"

1.16% / CTR

15 Apply Now Button Clicks

180+ Post Engagements



County College of Morris

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Don't short change yourself, Earn BIG with a degree, certificate or workforce program.



<https://www.ccm.edu>

Earn Big with CCM

Virtual or On Campus Opt...

[Apply now](#)



County College of Morris

Sponsored



7-week courses - now that's saving BIG time!
Take a course at CCM and get closer to Earning BIG.



IT'S EASIER WHEN TIME FLIES!

TAKE A COURSE IN 7 WEEKS.

CLASSES START JANUARY 17 & MARCH 18



[ccm.edu](https://www.ccm.edu)

Earn BIG, Save BIG, Go BIG at CCM

[Apply now](#)

49

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Stigma to Strength

STRENGTHENING THE SECTOR



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graph TD; A[STRENGTHENING THE SECTOR] --> B[INDIVIDUAL COMMUNITY COLLEGES MUST ADJUST]; B --> C[COLLABORATIVELY: JOIN FORCES TO CHANGE THE STIGMA - EXAMPLE: ECONOMIC IMPACT STUDY]; C --> D[COLLECTIVELY TELL THE COMMUNITY COLLEGE STORY – IMPACT, IMPACT, IMPACT – LET’S BE COMPELLING]; D --> E[POLICY MAKERS: GEOFENCING - COMMUNITY COLLEGE IMAGE CAMPAIGN; JOINT PRESS CONFERENCES];
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INDIVIDUAL COMMUNITY COLLEGES MUST ADJUST

COLLABORATIVELY: JOIN FORCES TO CHANGE THE STIGMA - EXAMPLE:
ECONOMIC IMPACT STUDY

COLLECTIVELY TELL THE COMMUNITY COLLEGE STORY – IMPACT,
IMPACT, IMPACT – LET’S BE COMPELLING

POLICY MAKERS: GEOFENCING - COMMUNITY COLLEGE IMAGE
CAMPAIGN; JOINT PRESS CONFERENCES

NEW STUDY HIGHLIGHTS COUNTY COLLEGE OF MORRIS' \$586.1 MILLION ECONOMIC IMPACT ON MORRIS COUNTY

MORRIS COUNTY, NJ — A newly released study by Lightcast, a leading international provider of economic impact studies and labor market data, highlights the powerful economic engine that County College of Morris (CCM) has become, generating an impressive \$586.1 million in added income for the region in fiscal year 2022-23. This impact supports 5,977 jobs, meaning that one out of every 75 jobs in Morris County is tied to the activities of CCM and its students.



The study underscores CCM's far-reaching influence, with its economic contributions extending well beyond the college itself. In addition to strengthening the workforce and local businesses, CCM generates a substantial return on investment for state and local governments. Notably, the college helps save \$11.0 million in public assistance costs by reducing the number of individuals who require welfare or unemployment benefits. Over the course of students' working lives, New Jersey is projected to gain approximately \$1.2 billion in additional state revenue.

A CATALYST FOR ECONOMIC GROWTH

"At CCM, our mission is to help all members of the community achieve their educational and career aspirations, and in doing so, we fuel economic growth across Morris County and throughout the state," said Dr. Anthony Iacono, president of CCM. "Contributing over half a billion dollars to the local economy and the state of NJ is no small feat—it's a testament to the incredible value CCM provides to our community, businesses and workforce."

A HIGH-VALUE INVESTMENT WITH STRONG RETURNS

Students, taxpayers and the community benefit from the strong financial returns CCM provides. Beyond job creation and economic stimulation, CCM delivers exceptional returns on investment for students, taxpayers and society:

- **Students** (11,680 served in 2023-24) – For every \$1 invested in their CCM education, they gain \$3.90.
- **Taxpayers** – Every \$1 of public funding generates \$4 in tax revenue.



With a proven track record of fueling economic growth, preparing a skilled workforce and delivering strong financial returns, CCM, a nationally ranked community college, continues to be a driving force in Morris County's prosperity and a cornerstone of New Jersey's economic future.

COUNTY COLLEGE OF MORRIS



BUILDING OUR STATE'S FUTURE



www.ccm.edu



CCM's generates an impressive **\$586.1 million** in added income.

This impact supports **5,977 jobs** - meaning that **one out of every 75 jobs in Morris County** is tied to the activities of CCM and its students.

With a proven track record of fueling economic growth, preparing a skilled workforce, and delivering strong financial returns, **CCM continues to be a driving force in Morris County's prosperity and a cornerstone of New Jersey's economic future.**



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ECONOMIC IMPACT

CCM generates a substantial return on investment for state and local governments.



STUDENTS

In 2023-24, CCM supported 11,680 students in reaching their goals.

For every **\$1 invested** in their CCM education, they gain **\$3.90 in lifetime earnings** which equates to an ROI of 16.2%.



TAXPAYERS

Every **\$1 of public funding** generates **\$4.00 in tax revenue** over students' careers which equates to an ROI of 11%.

CCM's economic impact helps **save \$11.0 million in public assistance costs** by reducing the number of individuals who require welfare or unemployment benefits.



SOCIETY

New Jersey will receive an estimated value of **\$1.2 billion** in added state revenue over the course of students' working lives.

Every **\$1 invested** in CCM yields **\$10 in added income and social savings.**

COUNTY COLLEGE OF MORRIS

<https://www.luminafoundation.org/telling-a-better-story-about-community-colleges/Helpful Hints>

Examples

Case Studies

Advice

Helpful Hints

Roundtable

